

I claim:

1. A survey system whereby versions of a survey is benchmarked.
2. The system of claim 1 comprising:
  - (a) a secure server
  - (b) a server web site
3. The system of claim 2 further comprising a client web site
4. The server of claim 2 further comprising a member database.
5. The server of claim 2 further comprising a respondent database.
6. The server of claim 2 further comprising a client respondent/other data database.
7. The system of claim 1 further comprising a survey builder.
8. A method of taking a survey whereby a benchmark is maintained comprising the steps of:
  - (a) designing a survey with goals and weights
  - (b) releasing said survey
  - (c) creating a benchmark based on survey results
  - (d) storing said benchmark associated with said survey
9. The method of claim 8 further comprising a step of selecting demographics for a survey target.
10. The method of claim 8 further comprising a step of generating a graph based on said benchmark.
11. The method of claim 8 wherein said survey results are obtained from a plurality of individuals who have entered into an agreement to respond to surveys.
12. The method of claim 11 wherein said individuals are respondent members, having provided demographic along with said agreement.
13. The method of claim 11 wherein said individuals are panelists, having been selected based on particular characteristics.
14. The method of claim 13 wherein said individuals are panelists are compensated for the participation.